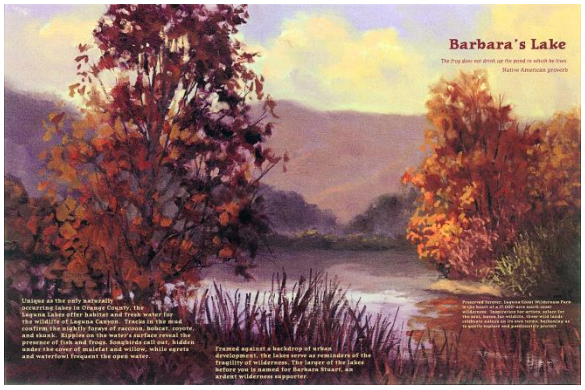
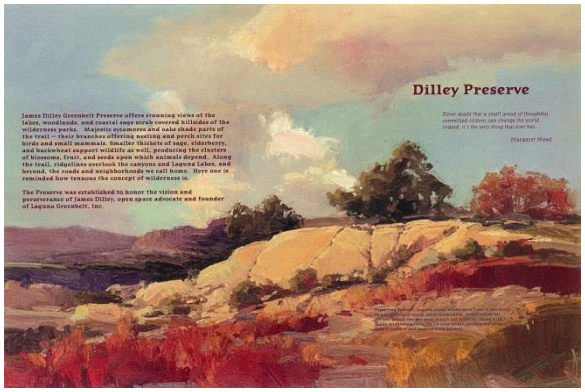
Laguna Coast Wilderness Park
Laguna Canyon, California
2002 Interpretive Media Award,
National Association for Interpretation



The Acorn Group developed the orientation signage throughout Laguna Coast Wilderness Park, over 16,000 protected acres of coastal sage scrub and woodlands in the heart of coastal Orange County.

Nearby Laguna Beach hosts a century-old, vibrant artist community that today forms the basis for a thriving tourism economy. Recognizing the interests of the audience and the role of the arts in deepening appreciation for the region's beauty, The Acorn Group and Laguna Canyon Foundation commissioned six Plein Air artists to create oil paintings as the backgrounds for trailhead panels.



Each framed panel rests on an easel, making it appear as though an artist is busy at work. The project earned the community's title, "spirit painters of the canyon."

In 2008, we designed the panels for a 1/2-mile loop trail in the park that takes visitors through scent-rich coastal sage scrub, a laurel sumac forest, and sycamore woodland. Made of Cor-Ten steel and porcelain enamel, the panels feature scent pods, flip lids, and other interactive media designed to pique interest and encourage readers to take a second look (or second sniff) to discover the canyon's secrets.